

Recreation Resource Development Administrator



Job Code: 3260
Grade: 129
Reports to: Director of Parks, Recreation & Culture
Salary Range: \$52,171 - \$80,028
FLSA Status: Exempt

GENERAL STATEMENT OF DUTIES

Performs a variety of responsible creative and professional work for the Department of Parks, Recreation and Culture to promote the use and support of facilities, programs, events, and services, including public relations, research and analysis, marketing strategies, community outreach, and project/policy development to enhance public awareness, increased use of services, and revenue growth; does related work as required.

DISTINGUISHING FEATURES OF THE CLASS

An employee in this classification oversees marketing, grant writing and communications efforts for the Department and functions as an advocate for positioning Gaithersburg as a point of interest for recreational, leisure-time, and cultural destination. The employee is granted considerable latitude for the exercise of independent judgment and initiative. Work is performed under the general direction of the Director of Parks, Recreation and Culture. Supervision is exercised over the work of part-time staff, volunteers, and interns.

ESSENTIAL FUNCTIONS

Coordinating, developing and overseeing marketing, public/private sponsorships/partnerships, communications, public relations, and other special projects for the Department's programs, facilities, and events; conducting research, analyzing information, and creating/preparing reports; developing grant proposals and writing/coordinating grant applications; maintaining detailed records and files.

EXAMPLES OF WORK

- Develops, implements, and evaluates strategic marketing and communications plans designed to reach target markets, increase participation in Department programs and events, generate additional revenue, and support other Department policies/guidelines.
- Evaluates proposals and identifies, researches, and pursues funding sources for specific projects/programs including, but not limited to, public and private sponsorships/partnerships, and grants, to support and enhance existing or new, programs, events, facilities, and recreation and leisure opportunities.
- Prepares and writes department based sponsorship/partnership agreements and grant applications.
- Writes, reviews, and manages contractual agreements for the Department and ensures contractual compliance with detailed records.
- Develops and manages customer service program initiatives including tracking and monitoring customer satisfaction, needs, statistics, demographics and trends; identifies and develops policies/procedures to implement future facility, service, and program needs and customer service objectives; maintains detailed reports.
- Evaluates and recommends technology to improve communication and streamline processes within the Department, as well as tools for measuring trends, customer satisfaction, and economic value of offered classes, activities, programs, and events.
- Monitors and provides updates for Department's website pages to enhance visibility of Department services and operations.

- Creates public information campaigns to educate and promote recreation/leisure programs, activities, classes, events, ceremonies, services, exhibits, and facilities to a culturally and economically diverse audience.
- Coordinates special projects for the Department to achieve improved productivity, service expansion, and revenue goals.
- Develops and maintains volunteer service and internship programs to support Department initiatives; creates marketing materials and promotes volunteer/internship opportunities; recruits, trains, schedules, and supervises volunteers and interns.
- Makes presentations to public, business, community, school, and civic groups and other agencies to promote Department services and operations.
- Assists with the implementation and documentation of the Department's Strategic Directions.
- Provides input to Department's annual budget by preparing resource, revenue, and expenditure projections for designated program areas; administers and monitors assigned budget monies; tracks and analyzes revenues and expenditures on an ongoing basis; prepares quarterly and annual reports; recommends budget adjustments as necessary.
- Performs related tasks as required.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

Comprehensive knowledge of principles/techniques related to revenue development for programs, services, and facilities; comprehensive knowledge of effective principles, practices, methods and techniques of communications, marketing, public relations, and media relations; comprehensive knowledge of opinion research, analysis, and planning; thorough knowledge of internal and external communication procedures; thorough knowledge of the availability of grants, grant applications, grant proposals, and administration processes and procedures; thorough knowledge of the operation and administration of the City and the Department of Parks, Recreation, and Culture; thorough knowledge of the local business community, nonprofit organizations, and all other opportunities for partnerships to provide positive financial alternatives to traditional tax-supported programs, services, and facility development; general knowledge of theories, principles, practices, and techniques of strategic planning; ability to communicate complex ideas effectively, orally and in writing; ability to operate a personal computer using program applications appropriate to assigned duties and responsibilities; ability to prepare and present accurate and reliable oral and written reports, recommendations, and presentations following necessary research and analysis; ability to recruit, coordinate, and develop volunteer services; ability to quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology; ability to establish and maintain effective working relationships with local, regional, state, and federal officials, business leaders, community groups, volunteers, media representatives, and the general public.

MINIMUM EDUCATION AND EXPERIENCE

Graduation from an accredited college or university with a Bachelor's Degree in Parks & Recreation Administration, Leisure Science, Public Administration, Business Administration, Marketing, Communications, Public Relations, or closely related field. Five (5) to seven (7) years of directly related and progressively responsible experience in public relations, marketing, or other closely related field, preferably in recreation programming; or any equivalent combination of education, training, and experience.

The City of Gaithersburg is an Equal Opportunity Employer. In compliance with Equal Employment Opportunity guidelines and the Americans with Disabilities Act, the City of Gaithersburg provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

WORK CONDITIONS

- Light work requiring the exertion of up to 20 pounds of force occasionally, up to 10 pounds of force frequently, and a negligible amount of force constantly to move objects, and some medium work requiring the exertion of up to 50 pounds of force occasionally, up to 20 pounds of force frequently, and up to 10 pounds of force constantly to move objects.
- Work requires sitting, standing, walking, balancing, kneeling, reaching, pushing, pulling, lifting, carrying, and grasping.
- Vocal communication is required for expressing or exchanging ideas by means of the spoken word.
- Hearing is required to perceive information at normal spoken word levels.
- Visual acuity is required for depth perception, color perception, peripheral vision, preparing and analyzing written or computer data, operation of machines, operation of motor vehicles or equipment, determining the accuracy and thoroughness of work, and observing general surroundings and activities.
- The worker is not subject to adverse environmental conditions.

SPECIAL REQUIREMENTS

- Possession of an appropriate driver's license valid in the State of Maryland.
- An employee in this classification is subject to random drug and alcohol testing pursuant to the City of Gaithersburg's Drug-Free Workplace Policy, Drug & Alcohol Testing Procedures.

Updated FY 2012

This is a class specification and not an individualized job description. A class specification defines the general character and scope of duties and responsibilities of all positions in a job classification. The list of essential functions/examples of work, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

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